



## *2023 Masonry Foundation Grant Application*

# **Standardized Employee Orientation Video**

### **Project Description**

Employee recruitment and retention is a primary focus of mason contractors across the country. Data from the recent MCAA Current Workforce Survey shows that the majority of our masonry workforce comes from recruitment among family and friends. But, as labor shortages continue to persist, companies and trade associations have stepped up efforts to recruit new employees from outside of the industry that may have little knowledge of construction job-sites, safety expectations, and career path opportunities.

Our recent experience in connecting new recruits with mason contractors has shown that immediate first impressions and onboarding is vitally important to retaining these recruits beyond the first few days on the jobsite. Clear communication of job expectations including work site conditions, work site locations and commuting, work hours, and safety are the first step in establishing a long lasting relationship with new employees.

The costs of finding, recruiting, and onboarding new employees are real - estimates range from \$1,000 to \$4,000 for each employee. New employees that walk off the jobsite after just a few days because of mis-communication, lack of communication, or a misunderstanding of the job only adds to those costs.

Studies show that the top reasons employees leave a job within the first week is because of “an unwelcoming orientation” and unclear job expectations.

### **Project Objective**

The objective of this grant request is to produce a standardized masonry industry employee orientation video that can be shared among contractors across the county that is welcoming, informative, and clear about job expectations and opportunities for advancement in the industry. This video will have standardized sections but can be personalized for specific companies with custom branding, logos, and custom introductions with owners and management.

### **Background Information**

Survey data shows that 69% of new employees are more likely to stay with a company that provides a good onboarding experience. The importance of the employee orientation is constantly understated but it is the first step in providing your employees with the tools and information they need to succeed with their company.

Successful orientations will ingrain loyalty by filling new employees with a sense of pride and enthusiasm for an organization. They will also accelerate learning and training by setting out job expectations in a clear, concise, and easily understood way. They promote communication by making the employee feel welcomed, supported, and comfortable. Ultimately, they should improve performance and reduce turnover by building a solid foundation, boosting confidence, and welcoming the new employees into the industry.

## **Scope of Project**

This project will consist of several steps in order to produce an orientation that can benefit a wide range of organizations that differ in size, geographic location, and industry segment.

*Initial Research and Contractor and Workforce Survey:* We will investigate best practices and determine the most important parts of an orientation from the perspective of employers and employees. As TMC continues to place new employees with contractor member organizations we can gain insight from the experience of the employers and employees.

*Script Writing:* After the initial research is completed TMC will work to complete a written script for the standardized orientation video.

*Filming and Editing:* Filming will be completed using industry members with years of experience recruiting, hiring, and training workforce and masonry crews. It is expected some filming would be conducted at job sites to show clear examples of job site conditions and expectations. Professional videography and editing may be engaged if called for by initial research and script writing.

*Distribution and Customization:* Videos will be distributed for TMC and MCAA members to use for orientation and onboarding of new employees. Videos will have the option of being customized and personalized for individual organizations by request. Opportunities for customized introduction segments with staff from individual organizations will be available at this time.

## **Summary of Qualifications**

*Liz Graves, TMC Workforce Development Chairperson, Spec Rents:* Liz knows well the challenges of finding, recruiting, and retaining skilled labor through her years of involvement with various masonry companies. She believes strongly in the need to make a great first impression on the young people that the industry is trying to recruit and has the relationships needed within the industry to help determine the best practices needed for an industry wide orientation.

*Tony Topping, TMC Executive Director:* Tony has nearly 10 years of experience with the Texas Masonry Council and produces all audio and video media as part of his duties with the Texas Masonry Council.

## **Anticipated Impacts**

The impacts of producing a standardized orientation video for the masonry industry should be two-fold. (1) It should immediately begin to impact the first impressions of new young employees in the industry that we are a united, sophisticated industry that is a worthwhile lifelong career. New employees should be confident they are entering an industry that will be a place to grow their career for many years to come.

(2) Distribution of a video like this should also encourage more industry members to be aware of the importance of clear, concise, welcoming and upbeat orientations. More companies will begin to think of young recruits as one of their most prized assets and work harder to retain them as part of their workforce.

## **Estimated Budget**

Preliminary outreach to video production companies suggest an orientation video such as the one described would cost in the range of \$6,000 for scripting, filming, and editing. TMC is requesting grant funds to cover 50% of the cost of the video - \$3,000 in total.

## **Payment Procedure**

TMC requests funds to be paid in 2 payments of \$1,500 on January 1, 2024 and on June 30, 2024 after delivery of final video to MCAA and partner companies.

## **Other Funding Sources**

Texas Masonry Council will budget funds in the 2024 operating budget to cover the additional expenses estimated to be \$3,000.